

As the a member of the technology business community for the last 30 years, and the CIO of a large software firm, I am well aware of the piracy issue addressed by this proceeding. But, as a consumer I'm both concerned and disappointed at the apparent lack of vision associated with the concept of a 'Broadcast Flag'. The idea smacks of an attempt to 'keep honest people honest', but will likely do little in the way of preventing the piracy that content developers seem to rail so much about.

I have already discontinued the purchase of CDs because it's difficult to identify those with copy protection, and copy protection limits my options to space and time shift use of the content -- this from someone who purchased 40-50 CDs annually. These are the same content developers firmly behind implementing the Broadcast Flag standard, so it should come as no surprise that I'm not filled with confidence that consumer's rights will be considered.

Technology is racing down the highway and the regulatory headlights are shining about three feet in front of the car. Even those closely associated with the industry have a difficult time discerning how new technologies will, or could be used. The last thing we need is an an environment that limits creativity and options.

Technology integration does not come free, so DRM mechanisms like the Broadcast Flag will cost me more money for a product that provides less functionality. This does not make me happy.

I am still hopeful that rational minds will prevail in this debate. The stated goal is to prevent piracy, but this cannot come at the expense of limiting technology advances or creating artificial barriers for the public. Unless those backing use of the Broadcast Flag can demonstrate this will be the outcome, your choice should be clear.